

**City of Milpitas
Economic Development Commission
Monday, March 13, 2006**

APPROVED MINUTES

- I. Flag Salute:** Vice Chairman Frank De Smidt led the Commission in the Pledge of Allegiance after Chairman Dhaval Brahmbhatt called the meeting to order at 6:00 p.m.
- II. Roll Call:** Commissioners present: Dhaval Brahmbhatt, Frank De Smidt, Tomo Tuong Nguyen, Barbara Santos, Charlene Tsao, Vince Songcayawon, Minh Nguyen, Zeya Mohsin and Ray Maglalang.

Commissioners Absent: Donald Peoples and Anastasia Sen-Beals.

Council Liaison: Mayor Jose Esteves. City Staff: Diana Whitecar; Bill Marion.

III. Announcements:

The Commission welcomed newly appointed Alternate Number 2, Zeya Mohsin. Commissioner Mohsin thanked the Mayor and the Commission and offered insight into her commitment of service to the community as she has served on several City Commissions, most recently the Planning Commission. Mayor Esteves clarified that the Chair needed to recognize the Alternates so that they could vote. He further noted that if Alternates are empowered to vote and later in the meeting a majority of Commissioners were in attendance that the Alternatives continue to vote and participate actively.

Ms. Whitecar explained that the Hotel Representative, Anastasia Ben-Seals of the Embassy Suites, was appointed by the Mayor at the March 7th City Council meeting, but that she had a conflict with the March EDC meeting.

Chair Brahmbhatt reviewed the Announcements on the Agenda and also announced the next IEEE meeting on March 21st at National Semiconductor in Santa Clara. He noted that the group would like to meet in Milpitas, but needed a location to hold around 100 individuals for the meetings.

Vice Chair De Smidt suggested the little used street at the north side of the Wells Fargo parking lot for the Farmer's Market. A discussion ensued and Commissioners Santos and Songcayawon indicated that the School District was working on an arrangement for a Sunday Farmer's Market at the District Parking lot. Commissioner Santos indicated that she would get back to the Mayor on this item so he could agendize it for the next City Council meeting.

Commissioner Maglalang announced that four Philippine-American associations raised \$10,000 on March 11th for mudslide victims in the Philippines. He indicated that they would continue to work on relief efforts and are seeking donations of non-perishable items.

Commissioner Santos distributed copies of the District's "Community Access" newsletter.

IV. Citizens Forum - no comments.

V. Approval of Agenda: Ms. Whitecar requested the Agenda be amended to switch Items VII 1 and VII 2, so that the Wireless Milpitas update was the first item. Motion to approve the change – M/S: Maglalang/De Smidt. Unanimous. Motion to approve the amended Agenda - M/S: Santos/Mohsin. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Santos, Maglalang, Tsao, Songcayawon, Mohsin and M. Nguyen. Noes: none. Absent: Peoples and Sen-Beals.

VI. Minutes: Chairman Brahmbhatt noted that the acronym "IEEEES" is actually "IEEE". Motion to approve the minutes as amended - M/S: Maglalang/T.T. Nguyen. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Santos, Maglalang, Tsao, Songcayawon, Mohsin and M. Nguyen. Noes: none. Absent: Peoples and Sen-Beals.

VII. Unfinished Business:

1. Wireless Milpitas Update:

Bill Marion, Director of Information Services, presented information on the proposal from Earthlink to provide high-speed wireless service to Milpitas. He noted that areas not served would be the industrial areas and the hillsides. Based on the EDC comments at the Telecommunications meeting in late February, Earthlink agreed to provide free wireless service at the Milpitas Sports Center, the Senior Center and the Community Center. The City Council will consider a contract with Earthlink at their meeting on March 21st.

Mr. Marion updated the Commission on the proposal from MetroFi to provide free wireless service to Milpitas, similar to their operations in Sunnyvale, Santa Clara and Cupertino. The free service is made available, as MetroFi will sell advertising to support their costs. Staff is continuing

negotiations with MetroFi and will likely present a contract with MetroFi to the City Council in late April or early May 2006.

2. Economic Development Strategy

Ms. Whitecar reviewed the Action Plan budget that the City Council approved at their meeting on February 7th. The program and project funds for the first year are a result of salary savings from the Economic Development operating budget for 2005-06. The activities and programs proposed for funding in FY 06-07 will also be funded with operating funds and will be considered by the City Council as part of their FY 2006-07 budget discussions. Future or additional projects and activities would become part of the Capital Improvement Program.

Commissioner Maglalang suggested that some of the Public Relations money be used to outreach to businesses that may be leaving Milpitas. Commissioner T.T. Nyugen highlighted that at least one other street level identifier sign had been included in the budget. Chairman Brahmhatt expressed interest to include some of the weaker shopping districts in the redevelopment project area and also suggested that the Business Seminars be held on a quarterly basis. Ms. Whitecar gulped!

3. CAC Survey: most Commissioners agreed that the CAC Questionnaire was too open to elicit any combined Commission response and suggested that in the future a focused or more direct questionnaire would elicit better responses.
4. Doing Business in Milpitas Workshop: Ms. Whitecar recapped the event and noted that it was well attended by residents looking to begin businesses in Milpitas. There was general interest from the Commission that this type of event be held at least twice a year.

VIII. New Business

1. Redevelopment Five-Year Implementation Plan.

Ms. Whitecar presented an overview of tax increment financing (TIF) and redevelopment in Milpitas. She indicated that the Council will be discussing the Implementation Plan at their April 18th meeting and that she will agendaize this for the next EDC meeting as well. Commissioner Maglalang observed that Table B was missing and Ms. Whitecar indicated that she would email it to the Commission that evening.

2. ED Manager Report
 - a. State Employment Training Panel: Staff indicated that they would get additional information on this program for businesses in the community.
 - b. Roadmap for Service Improvements: Ms. Whitecar indicated that the Building Counter is open longer hours, that they are revamping their website and updating their forms to be more user friendly.
 - c. Business Updates: Vice Chair De Smidt indicated that Office Max was definitely closed. Ms. Whitecar advised that the Beresford Square Albertson's was not likely on the closure list, but other commissioner's indicated that the one on Park Victoria was in a much weaker condition.
3. EDC Work Plan: Ms. Whitecar requested that this be held over until the next meeting.

IX. Next Meeting Agenda

1. Update on Transit Study Area – Staff suggested that this item be reviewed at the next meeting, as the City Council will be discussing it at their April 18th meeting.
2. Next Meeting Date: Monday, April 10, 2006. 6:00 p.m. City Hall, Committee Meeting Room.

- X. Adjournment:** M/S – De Smidt/Maglalang. Unanimous at approximately 8:00 p.m.

Respectfully Submitted,

Diana Whitecar
Economic Development Manager